



**Ready. Set.
It's Everywhere You Go.**



- ◆ Marketing Strategies for Physical Activity
- ◆ Working with the Media: Story Angles and Talking Points
- ◆ Developing Physical Activity Programs and Events



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Atlanta: U.S. Department of Health and Human Services, 1997.



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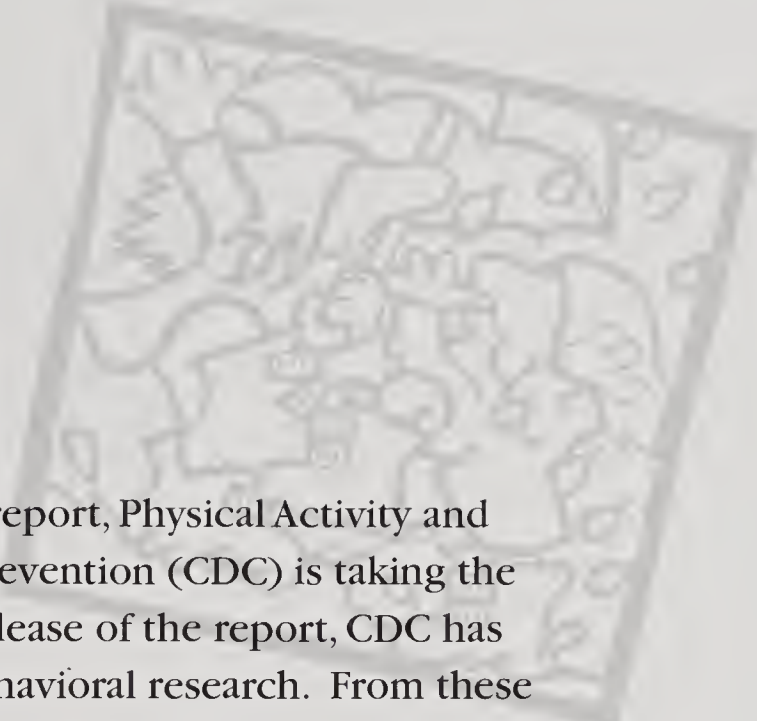


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Introduction

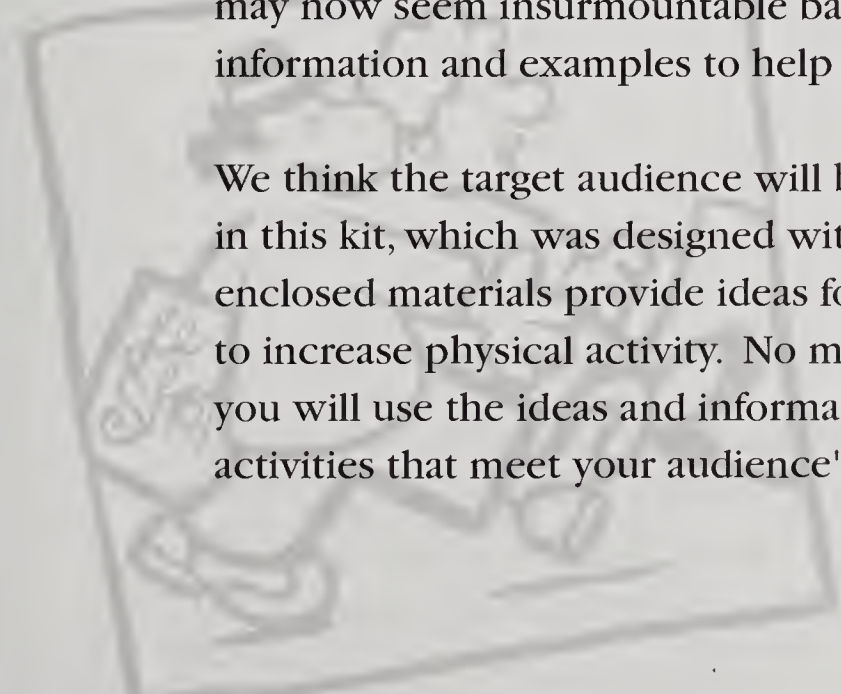


In support of the landmark Surgeon General's report, *Physical Activity and Health*, the Centers for Disease Control and Prevention (CDC) is taking the lead to promote physical activity. Since the release of the report, CDC has conducted epidemiological, consumer, and behavioral research. From these data, CDC has selected a target audience for a nationwide physical activity promotion campaign: adults who are currently not active enough to enjoy the health benefits of physical activity, but who are thinking about or attempting to be more active.

Part of a national initiative to increase levels of physical activity in the U.S. population, the materials in this kit share the key theme "Physical Activity—It's Everywhere You Go." This theme raises awareness that the physical activity needed for a healthier life can be found in many common activities, such as brisk walking, bicycle riding, heavy housework, and yardwork. By simply adding more of these types of activities, most people can increase their activity and therefore may improve their health.

Whether you are a local, state, or national organization, the materials collected in this kit can help you promote regular, moderate physical activity to people within this target audience. For this target audience, CDC recommends 30 minutes of moderate physical activity a day at least 5 days per week. Physical activity can substantially reduce the risk of developing or dying from heart disease, diabetes, colon cancer, and high blood pressure. Physical activity can also reduce symptoms of depression and anxiety, improve mood, and make it easier and more enjoyable for people to perform daily tasks.

The target audience's "readiness to change" means that they want to know more about the benefits of physical activity—and are eager to find out how they can overcome what may now seem insurmountable barriers to a more active lifestyle. This kit provides ample information and examples to help you meet their needs.



We think the target audience will be responsive to this theme and to the ideas presented in this kit, which was designed with input from organizations around the country. The enclosed materials provide ideas for promotion, media relations, and long-term programs to increase physical activity. No matter where you are in your program planning, we hope you will use the ideas and information provided in this kit to design program activities that meet your audience's particular needs.

Marketing Strategies for Physical Activity

Social Marketing—A Fresh Approach to Promoting Physical Activity



With the “It’s Everywhere You Go” campaign, CDC takes a fresh, consumer-based approach to promoting regular, moderate physical activity. Social marketing provides the framework within which program planners can apply knowledge, theories, and techniques to improve health behaviors. Using this framework, CDC has developed the strategies, messages, and materials in this marketing kit, which were carefully crafted for maximum impact with our target audience (described below). Those of you promoting physical activity at the national, state, or local level can put these tools to work as well.

Social Marketing Concepts

Social marketing is a strategy for changing behavior in subgroups within a population. The process involves applying techniques from marketing and advertising to the analysis, planning, execution, and evaluation of programs designed to influence the behavior of a target audience. The accompanying table describes key elements of social marketing.

Consumer Orientation

Social marketing efforts are grounded in science and are consumer driven. They begin with the premise that the primary source of information for health communication efforts comes from the consumers to be reached — that is, consumers whose behaviors are the targets for change.



In social marketing, understanding the target audience is essential to developing effective messages and strategies. Of course, people are more than their age, race, and gender. Their attitudes, knowledge, and beliefs about being physically active are critically important in understanding how to motivate people to change their behavior. Knowledge of the target audience leads to more appropriate message design, more effective delivery, and better reception by the audience.

| Key Elements of Social Marketing | | |
|----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Concept | Definition | Application |
| Consumer orientation | Intervention research, planning, implementation, and evaluation are based on the consumers' perspective. | Use research methods to understand consumer perspective; pretest materials with members of the target group. |
| Audience segmentation | Differentiation of large groups of people into smaller, more homogeneous subgroups. | Determine behavioral, motivational, cultural, and other variables that may affect the communication strategy. Create specific target groups who share the same characteristics and are distinct from other subgroups. |
| Channel analysis | Determination of the appropriate methods to reach target audience members where and when they are most likely to attend to and respond to the message. | Determine those places, times, and states of mind when the target audience will most likely be thinking about the subject. |
| Strategy | Set of approaches that focuses the program on meeting stated objectives. | After determining the objective(s), select broad approaches that can be refined to include specific activities for reaching the target audience. |
| Process tracking | Mechanisms established to monitor program implementation. | Evaluate to determine if program is implemented as planned. Use results to redirect, refine, or revise implementation. |

Adapted from: Lefebvre and Rochlin, 1997.

Target Audience

Below we describe the target audience selected for the “It’s Everywhere You Go” campaign and share detailed demographic and psychographic (psychological attributes, values, beliefs, and attitudes toward life in general) information that was used to develop consumer messages and to guide campaign development.

The audience selected for the “It’s Everywhere You Go” campaign includes physical activity **contemplators**—those who think about becoming moderately physically active—and **preparers**—individuals who plan to do moderate activity and may have tried it, but want to do more.

Audience selection for this campaign was based on the Stages of Change Model, in which Prochaska and colleagues (Prochaska, DiClemente, Norcross, 1992) define a continuum of readiness to change behavior. The model describes how individuals move through a series of stages as they progress toward their goal of adopting or altering a behavior pattern or a lifestyle. This continuum begins with pre-contemplation (not even considering change) and moves to contemplation, preparation, action, and maintenance (sustained adoption of healthy behavior).

Although people do not move through these stages in a strictly linear fashion, each stage is a predictable, well-defined experience in which particular milestones are met before the next stage is reached. Theories suggest that certain cognitive and behavioral techniques aid movement to the next stage.

Research has consistently shown that people who try to make changes to reach stages they are not ready for set themselves up for failure (Prochaska, Norcross, DiClemente, 1994). In this model, then, one key to success in motivating behavior change is defining the audience according to their stage of change. This step enables us to make our strategy and tactics more specific with stage-appropriate messages, channels, and techniques.

As defined by the model, people in the contemplation and preparation stages are more ready to change than precontemplators, and are therefore more likely to be open to consumer messages about moderate physical activity (defined by CDC/ACSM as 30 minutes of moderate-level physical activity a day at least 5 days a week). Similarly, people in action and maintenance have different needs, and will be receptive to a different message. Research and experience provide us with the following insights for promoting behavior changes in contemplators and preparers:

- Contemplators for moderate physical activity are considering changing their behavior, but are still ambivalent. Barriers to being regularly active outweigh perceived benefits of physical activity.
- Promote behavior change by:
 - △ Helping them identify their barriers to change and weigh the pros and cons of being moderately physically active.
 - △ Increasing levels of self confidence about physical activity through motivating messages and opportunities to build the skills necessary to achieve an active lifestyle.
 - △ Encouraging them to set small, specific goals that can slowly be increased toward achieving an active lifestyle.
- Preparers for moderate physical activity may have a plan and may know what to do, but their action is not consistent or regular. They may be uncertain about the outcomes of their actions. Preparers may show small signs of progress toward implementing their plan or take action with mixed or inconsistent results.
- Promote behavior change by:
 - △ Recommending that they develop a plan for regular moderate activity, with an emphasis on small, specific, and realistic goals.
 - △ Showing them how much fun physical activity can be and reinforcing their attempts to be more active.
 - △ Encouraging them to focus on their successes and to make use of social networks to support their progress.
 - △ Emphasizing learning basic skills necessary to change behavior and the importance of making a life-long commitment to change.

Target Audience Profile

A set of data called *Healthstyles* was examined to provide insight into our target audience. The *Healthstyles* data, which combines health behavior and communication-relevant questions with general lifestyle, sociopolitical, and media usage items, goes beyond traditional demographic and geo-demographic factors to provide insight into consumer “orientations to health”.

Healthstyles is based on the results of three mail survey questionnaires, administered in 1995, from a quota sampling of 5,000 persons representative of U.S. adults in age, gender, marital status, race/ethnicity, income, region, household size, and population density. (The average response rate across all three surveys was 67%).

Using the *Healthstyles* data, contemplators and preparers for physical activity account for 38% of the total population. This percentage has been applied to the U.S. census to estimate the number of people in our target audience.

Demographics: Who Are We Talking To?

The audience for the “It’s Everywhere You Go” campaign comprises 73 million American adults with the following demographic characteristics:

- 65% are between the ages of 18 and 45 years
- 60% are women
- 71% are married
- 58% have children at home; 35% have children less than 5 years old
- 66% have a high school education or greater
- 74% are employed
- 58% have a household income greater than \$30,000

This information alone tells us that effective communication would likely promote physical activity as a family-oriented experience that people with young children can manage. But our profile tells us much more about this audience and provides clues about what motivates them or prevents them from increasing their levels of physical activity.



Attitudes and Beliefs: What Interests and Motivates Our Audience?

The following table outlines a number of additional audience characteristics and corresponding opportunities for promoting physical activity. This list of opportunities is by no means exhaustive; it is provided to demonstrate how knowledge about the target audience can be translated into effective program ideas. The “It’s Everywhere You Go” campaign capitalizes on these opportunities in its overall message and program strategies.

Motivating the Audience

| Target Audience Characteristic | Promotion Opportunity |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A key motivator is engaging in physical activity with family or friends; having less time for family and friends is a barrier. | Make moderate physical activity a family activity or a fun way to spend time with friends. Think about holding a physical activity event at a local gathering place such as the zoo. A day at the zoo presents an opportunity for a family to spend time together while walking for some distance. |
| Having more energy is the chief perceived benefit of improving health habits. | Promote moderate physical activity's positive effect on energy levels. Have target audience members chart their energy levels over the course of your physical activity intervention. |
| Believe themselves to be interesting, friendly, mature, fun, smart, sensitive, independent, easy-going, practical, honest and content. Believe they are NOT physically fit, athletic, rugged, winners. | Promote moderate physical activity with an image the audience will relate to: fun, upbeat, practical. |
| Lack of confidence in ability to be regularly physically active. | <p>Emphasize activities that are simple and achievable.</p> <p>Provide target audience with the opportunity to try the desired behavior. For example, hold a walk-a-thon at a shopping mall or a cleanup and beautification project at a park.</p> <p>Build physical activity skills by demonstrating different types of moderate physical activity and letting the target audience practice those skills.</p> |
| Absence of planning when, where, and how long to be physically active. | Teach planning and monitoring skills to target audience. Try establishing a buddy system or walking group that meets regularly. |
| Experience moderate to high amounts of stress. | Position moderate physical activity as a way to reduce stress. Introduce the idea of physical activity stress breaks or a mini-recess for adults. |

Motivating the Audience (cont.)

| Target Audience Characteristic | Promotion Opportunity |
|------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Feel too tired or believe that it is too late after work to engage in physical activity. | Get the message out that after work is not the only time of day when one can be physically active. Why not take a morning walk with the dog and kids or a brisk walk during the lunch hour? |
| Have competing demands for time. | Show your audience how to incorporate moderate physical activity into their daily lives without taking much time out of the day. Examples such as taking the stairs instead of the elevator, moving briskly when pushing a child in a stroller, or walking the dog can help the target audience get started on reaching their goals. |
| Believe that physical activity is too expensive. | Promote free or low-cost ways to obtain moderate physical activity, such as walking in municipal parks or in one's own neighborhood or participating in a park or river cleanup. Show the variety of activities—such as mowing the lawn, raking, gardening, and cleaning the house—that provide moderate physical activity. |
| Less likely to say they are satisfied with their lives. | Position moderate physical activity as something that can help enhance quality of life and an overall sense of well-being. |
| Want to stay thin or lose weight but are not confident in their ability to maintain a low-fat diet and to stay thin or lose weight | Show the relationship between moderate physical activity and weight management. |

Media Habits: Where Can We Reach Our Audience?

When promoting your program, event, or activity, aim for advertisements and coverage in the newspaper sections and on the television programs and radio formats highlighted below, since they are likely to be accessed by the target audience. (Please see the section of this kit entitled “Working with the Media” for information on pitching stories and giving interviews.) Users of this kit should select the information that is appropriate to their own circumstances.

| Media Habits | | |
|-----------------------------|----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Type of Media | Section/Program | Media Opportunity |
| Newspaper | News section | Offer to provide representatives from your (or your partners') organization for interviews by local reporters. |
| | Advertising supplements | Talk to your local paper about reproducing and including this kit's public service announcement (PSA) in their advertising supplement. |
| | Comics | Inquire about the possibility of placing the print PSA in the comics section of your local paper. |
| | Lifestyle section | Pitch a story about a family whose members have incorporated moderate physical activity into their daily lives. |
| Non-cable television | Local news | <p>Invite local stations to cover your event or activities.</p> <p>Partner with a local station to provide nightly tips on fitting in moderate physical activity or ask them to air the television PSA.</p> <p>Enlist the support of a local television weather forecaster in promoting your event or activities during the broadcast.</p> |
| | News interviews | Offer to provide representatives from your (or your partners') organization for media interviews on local television news. |
| Radio | Country Soft rock Easy listening | <p>Place the radio PSA on local stations with these formats.</p> <p>Have a representative from your organization be a guest during morning or evening drive time.</p> |

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Working With The Media: Story Angles and Talking Points



he media can help you recruit partners and participants and help draw attention to the goal of your program—promoting moderate physical activity. Publicity can thus add to the success of your events and increase audience recognition of your organization.

Publicity also can extend the impact of an event. For example, a Zoo Walk can be preceded and followed by publicity on radio and television stations, and in the local newspaper. Media coverage gets your message out to more people than might be able to attend your event.

If you have media relations experience, you already know how to effectively communicate your message to the media. If you have not worked with the media before, someone else in your organization or a partner organization may be familiar with media relations. If possible, find and work with this person.

What Makes News?

Use the following story angles or “news hooks” to interest your media contacts in a physical activity story. Offer story angles appropriate for each publication’s and program’s particular format and audience.

Community physical activity events.

Promote walks and other planned physical activity events through the media. These events provide the target audience with fun opportunities to engage in moderate physical activity and to build skills.



Community physical activity opportunities.

Our surroundings play a role in encouraging or hindering physical activity. Use the media to promote stories about how city planning, community development, traffic flow, and accessibility influence physical activity in your community. For example, highlight the increasing number of places to ride bikes; the design of new, safer walking paths; or extended hours at public recreation facilities.

Activity groups or clubs.

A feature story can be developed about clubs or groups in your area formed to create companionship for those interested in increasing their activity. Whether it's walking, gardening, biking, or in-line skating, the emphasis is on doing fun things with other people—something we know motivates our target audience.

Tips for fitting physical activity into busy lifestyles.

Media stories can provide tips for fitting moderate physical activity into busy lifestyles, such as walking at lunch with a friend or colleague, taking the stairs instead of the elevator, or being active with kids on weekends and after work. You may want to feature an “average” person who has found time to fit moderate physical activity into his or her life.

Seasonal physical activity.

Stories can be developed around moderate physical activity and the change in seasons. For example, in the fall, rake the leaves, take a walk, go apple or pumpkin picking, or chop wood; in the winter, shovel the walk, clean the house, or build a snowman; in the spring, garden, mow the lawn, take a walk, or spring clean; in the summer, wash the car or walk in the morning or early evening.

Active vacations.

Physical activity is everywhere you go. Develop stories that will help viewers or readers plan moderate physical activity during vacations. Recommend places that have riding and walking paths nearby or that offer swimming and hiking opportunities.

Worksite physical activity.

Most of our target audience is employed. Stories about companies that provide and promote physical activity opportunities may be of interest to your media contacts. Identify companies that provide on-site physical activity facilities or opportunities or sponsor community or employee physical activities.

Helpful Hints for Obtaining Media Coverage

Meet Face to Face

Whenever you can, arrange to meet face to face with reporters, editors, and producers. Bring your article, news release, or other material you want them to use. If you are asking them to cover an event, leave behind some written background information.

Emphasize the importance of promoting physical activity throughout the community. If appropriate, use this opportunity to offer your services as an expert resource on physical activity, for now or in the future. If a story does appear, send a short note of thanks.

Media Sponsorship

Media outlets may be willing to do more than provide publicity. Invite a television or radio station, local cable network, or area newspaper to cosponsor your event.

Television Weather Forecasters

An effective way to get your message out is through local television weather forecasters. They usually have a significant public following and often will mention activities on the air. It would not be unusual for them to mention your activities several times during a newscast. Encourage local weather forecasters to include a weather-appropriate physical activity tip after each forecast (e.g., a bike ride in nice weather or a mall walk during bad weather).

Giving Interviews

Prepare thoroughly for an interview. Organize your information, and write important points on notecards if necessary. Although the interviewer will have questions, keep key message points in mind and be prepared to make simple, direct, and easy-to-understand statements that reflect your key messages.

Talking Points

When conducting the interview, try to incorporate the following talking points, as appropriate.

Physical Activity in the United States

- According to *Physical Activity and Health: A Report of the Surgeon General*, a landmark review of scientific evidence linking physical activity and health:
 - △ Physical inactivity is a serious nationwide problem. It poses a public health challenge for reducing the national burden of unnecessary illness and premature death.
 - △ More than 60% of Americans are not getting enough physical activity to obtain health benefits.
 - △ Twenty-five percent of adults report no physical activity in their leisure time.

Remember...

Try to place the print, radio, and television public service announcements provided in this kit.

- Based on the *Healthstyles* data set (see “Marketing Strategies for Physical Activity”), a nationally representative sample of adults:

- △ About 73 million American adults are thinking about or trying to start becoming more physically active. This figure is derived from the percentage of adults who identify themselves as either planning to start doing physical activity in the near future (8.9%) or doing some moderate activity but thinking about doing more (28.6%).

Promoting Moderate Physical Activity

- The “It’s Everywhere You Go” campaign is designed to help people think differently about physical activity and show them how to fit it into their lives.
- The audience for this campaign is thinking about becoming physically active or adding more activity to their lives. Thus, effective way to promote physical activity is to “meet these people where they are,” by helping them to work moderate physical activity to their schedules. That is to say, it is not likely that many of these people will go from being inactive to competing in a triathlon without passing through a series of smaller, more achievable steps.
- The CDC and American College of Sports Medicine have defined moderate physical activity as 30 minutes of moderate-level physical activity a day at least 5 days a week.

Benefits of Moderate Physical Activity

- Physical activity reduces the risk of developing or dying from some of the leading causes of illness and death in the United States.
- Regular physical activity can:
 - △ Substantially reduce the risk of developing or dying from heart disease, diabetes, colon cancer, and high blood pressure.
 - △ Reduce symptoms of depression and anxiety, improve mood, and enhance ability to perform daily tasks.
- People who are usually inactive can improve their health and well-being by becoming even moderately active on a regular basis.

Overcoming Barriers

- Many people will have to work up to being active for 30 minutes a day. They should start slowly with realistic goals (e.g., walking 10 minutes). Their confidence will grow, and they will soon be able to see some benefits of physical activity.

- Physical activity need not be strenuous for a person to achieve health benefits. Nor do people need to join a health club or take up jogging. The following activities can provide moderate-intensity physical activity:
 - △ Walking the dog, taking walking breaks during the day, or taking the stairs instead of the elevators.
 - △ Gardening and yard work—raking the lawn, bagging grass or leaves, digging, hoeing, weeding, planting trees and flowers, pushing a lawn mower.
 - △ Housework—scrubbing the floor or bathtub on hands and knees, hanging laundry on a clothesline, cleaning out the garage, washing windows.
 - △ Washing and waxing the car by hand.
 - △ Home repair—roofing, painting, wall papering, plastering, remodeling.
- Engaging in physical activity with friends or family members can improve a person's health and enhance relationships at the same time.
- Planning in advance can help people stick to a physical activity routine. They should make plans to walk with a friend or colleague regularly.
- Being prepared is not only for the Boy Scouts. Encourage people to keep comfortable shoes and a T-shirt at the office or some gear (basketball, in-line skates, tennis racquet) in their car trunk—they never know when an opportunity will arise. They should also keep a walking partner's phone number by their home or office phone.
- Be it gardening, line dancing, yoga, playing softball, or riding a bike, people should participate in moderate-intensity physical activities that they enjoy.



Developing Physical Activity Programs and Events

Physical activity is everywhere you go. The ways to promote moderate physical activity in your region, state, or community and the locations in which to do so are countless. Make a difference in your community by creating or using existing community events during which your audience can try new types of physical activity. These events can help build audience confidence and skills. They will also demonstrate that moderate physical activity can be fun and can fit into a busy lifestyle.

This guide contains ideas for non-traditional physical activity events and venues, and lists potential partners. The ideas were developed in light of the target audience characteristics, barriers, and motivators – derived from consumer research – discussed in the section of this document entitled “Marketing Strategies for Physical Activity.” For example, the target audience has identified time away from family and friends as a barrier to physical activity. Thus, showing them how to do moderate physical activity *with* family and friends is a good strategy for reaching this audience and helping them change their behavior. The emphasis is on fun, family-oriented activities; overcoming barriers; and building skills among the target audience. The events and locations that follow were chosen to reach the target audience when they are likely to be attentive to moderate physical activity messages, and to demonstrate how common activities can provide moderate physical activity. You can implement one of these ideas and adapt it to fit your resources, or conduct an altogether different type of event—the choice is yours.

Sample Crossover with National Health Observances

- Hold a joint event with a state or local chapter of the American Heart Association during February (American Heart Month) to promote the link between physical activity and a healthy heart.
- Host a “Walk with the Animals” event at a local zoo during April (Zoo and Aquarium Month).
- Conduct an event at a park or recreation center during July (National Recreation and Park Month).
- Host fun, family-oriented physical activities during October (Family Health Month).

Of course, attendance at one event will not result in long-term behavior change for most people; however, events like those highlighted below can draw attention to the importance of physical activity and help reshape people's perceptions of physical activity. And there is no reason to stop at one event or activity. You may decide to hold physical activity events on an ongoing basis to reinforce your message and involve as many people as possible, or you might host one of the suggested events to kick off a longer-term intervention.

Consider holding your event in conjunction with an annual health or fitness observance. You might even partner with a state or local chapter of the sponsoring organization. A partial listing of these observances is provided at the end of this section.

Look for ways to incorporate the materials in this kit into your physical activity promotion activities. For example, broadcast the radio public service announcements at your event and make copies of the “It’s Everywhere You Go” material available to participants. You can also create your own materials based on the “It’s Everywhere You Go” message.

Program Information

Search the **Combined Health Information Database** (CHID) to find out about other programs that are successfully reaching a similar target audience. CHID can be accessed at most county or university libraries and on the World Wide Web at <http://chid.nih.gov>.

“It’s Everywhere You Go” . . .

Park and Recreation Events

Municipal parks and recreation facilities are excellent sites for physical activity events. They are open to the public, entrance is usually free or low cost, and they are identified with the promotion of wellness, leisure, and family and group activities. Many physical activity events can be planned and implemented in conjunction with park and recreation organizations.



YOU COULD

- Start a before-work, lunch, or after-hours walking group at a park near a high concentration of businesses.
- Conduct “getting started” workshops to introduce people to new activities. The activities need not be limited to what we traditionally think of as physical activity. What about hosting an outdoor dancing lesson or a power-walking seminar?
- Sponsor a walk in a local park. The event could be conducted as a fundraiser for recreational equipment or as part of a park cleanup.
- Hold a weekend event during which members of the community can play a pickup game of basketball, volleyball, tennis, or softball.
- Sponsor a kite festival at the park. Encourage families to come to the event and to take some walking trails during the day.

Sample Park and Recreation Programs

In Colorado, Parks and Recreation Departments united with local health departments to conduct physical activity promotion activities throughout the State.

Foothills Parks and Recreation District formed a partnership with the Jefferson County Department of Health and Environment to plan a broad spectrum of creative wellness activities. With funding from the Jefferson County Commissioner’s Office, they purchased and outfitted a 34-foot bus for use as a mobile wellness classroom to deliver disease prevention and health promotion and physical activity-related programs throughout the community — to schools, worksites, and hard-to-reach neighborhoods.

The Fort Morgan Parks and Recreation Department joined forces with rather unusual partners: a local cemetery administrator to allow walking programs on the grounds of the memorial park, a local motel owner to provide water aerobics classes in his under-used swimming pool, and the staff of a 240-acre wildlife preserve (formerly a dump and wasteland) to develop walking trails and educational and recreational opportunities for community members.

POTENTIAL PARTNERS

- Municipal park staff and officials
- Park and recreation officials
- Radio stations (live broadcast from event)
- Service organizations
- Walking groups
- Dance instructors
- Chamber of Commerce
- Hospital-based wellness programs



Zoo and Aquarium Events

Zoos and aquariums provide opportunities for families and friends to spend time together while engaging in physical activity. These locations frequently come to mind when families plan outings.

YOU COULD

- Hold a “Walk with the Animals” event that combines walking for physical activity with a family day at the zoo. Form a partnership with your local zoo, that could, for example, reduce entry fees during the event. At an information booth near the zoo’s entrance, participants can receive a map highlighting places in the zoo where they can pick up information on physical activity, samples of orange juice or bottled water (free or at a reduced price), and tickets redeemable for zoo merchandise. For example, a station positioned near a particularly active animal could illustrate the importance of keeping active. At the monkey house, visitors could receive information on activities around their house or for their families. At each station, participants can estimate the distance they traveled.
- Host an aquarium event that emphasizes walking and water sports as a fun way to engage in physical activity. Set up stations around the aquarium that provide ideas for fitting physical activity into daily life.
- Conduct an event that encourages participants to search for particular animals located specific distances away from each other and the entrance. People who find a certain number of animals could receive a rebate on zoo merchandise or rebates from other event partners.
- At any of these events, use distance markers or provide maps or pedometers so that participants can track how far they have walked.

POTENTIAL PARTNERS

- Zoos and aquariums
- Sporting goods stores
- Pet stores
- Walking groups

Gardening Events

People might not realize that gardening provides opportunities for physical activity. Gardening can be done individually, with the family, or within a group. Often overlooked as a way to engage in physical activity, gardening can last a lifetime.



YOU COULD

- Conduct gardening workshops to introduce people to flower or vegetable gardening.
- Sponsor individual or group plots in a community garden. Workshop attendees could receive rebates on the plots or win plots in a raffle, or availability could be limited to a first come-first serve basis. You could hold a contest for the plot with the best flowers, most vegetables, best individual or group plot, etc. to heighten interest. Winners could receive rebates on gardening supplies.
- Contact farms to gauge interest in holding “glean” days. Gleaning involves collecting the fruits and vegetables that were not harvested (e.g., apples that fell off the trees) and donating them to food banks. Whoever collects the most can come back to pick their own (at a reduced rate).
- Make a day of the event. Hold sack races and scavenger hunts. Whoever walks a certain distance or finds a certain number of items can receive a prize.

POTENTIAL PARTNERS

- Flower and gardening stores
- Grocery stores
- Gardening clubs or horticultural societies
- Small resource farmers
- Farmers’ markets
- Chambers of Commerce
- City councils
- Cooperative extension service



Community Service Events

You can promote the campaign's messages and activities through community efforts that tie physical activity into volunteer efforts. Not only will participants beautify their surroundings and strengthen their communities, but they will participate in activities that will boost their energy levels and build moderate physical activity skills with friends and family.

YOU COULD

- Organize a community cleanup day. Participants could help clean parks, trails, streams, or roads (i.e., adopt a highway).
- Conduct school or home cleanup, repair, and painting events.
- Conduct a community car wash. The proceeds raised could be allotted for school or community recreational equipment.

POTENTIAL PARTNERS

- Department of Transportation
- Religious and volunteer organizations
- Hardware stores
- Organizations that support persons with disabilities



Indoor Events

Indoor facilities—schools, malls, health clubs, community centers—may already offer physical activity opportunities. Many are ideal places to host a workshop or event. Indoor facilities make weather considerations less of a concern, and most are safe places to hold events.

YOU COULD

- Host a physically active back-to-school night.
- Work with a mall or shopping center to begin an early morning walking program.
- Partner with a health club or community center to host a physical activity fair that includes opportunities to try different types of physical activity, clinics on physical activity safety, and displays from activity groups (e.g., bowling and softball leagues or hiking clubs).
- Hold a series of workshops that teach members of the target audience how to use dancing to help reach their physical activity goals. It might be western dancing one week and salsa the next.

- Host a weekly family skate in the evening at an ice or roller rink.
- Start a beginner's volleyball league or host a family volleyball tournament.
- Offer a workshop designed to encourage planning for physical activity and bolster self-confidence. The workshop might explain how to fit physical activity into a busy lifestyle and the benefits of engaging in physical activity with friends or family while providing demonstrations and opportunities to try new forms of physical activity.

POTENTIAL PARTNERS

- Volleyball, racquetball, and other sports leagues
- Walking groups
- Mall management companies
- Skating rink management companies
- Parent-teacher organizations
- Hospital-based wellness programs
- Dance schools and instructors

Sample Indoor Programs

Seward, Alaska, shares its physical activity facilities and resources with the entire community. The high school and technical school make their fitness and recreation facilities available during non-school hours to community members. People can swim, lift weights, or play basketball or racquetball at low cost, and community aerobics instructors use the facilities to teach classes to the public. Even visitors to Seward can take advantage of these opportunities, which they learn about from a promotional folder left in hotel rooms.

At Hoover High School in inner-city San Diego, California, students helped develop a 2,800-square-foot fitness center at the school. The fitness center is open to students, school staff, and the community when the school day is over. This program created partnerships between high school staff and students, the school's food service, the California Governor's Council on Physical Fitness and Sport, the fast-food industry, and the local community. Hoover High School's program allows adolescents and young adults to be physically active with their friends, peers, and family in a safe and enjoyable environment, and addresses local residents' needs for recreation facilities.



Worksite Events

Since almost three-quarters of our target audience is employed, the worksite presents a likely effective location in which to spread the physical activity message. Partner with individual businesses or business associations in your area to conduct worksite-based events and interventions.

YOU COULD

- Involve businesses in a state or local “walk at lunch day” that encourages employees to take a walk during their lunch break.
- Encourage businesses to sponsor employee softball or volleyball teams or local leagues or to hold classes and workshops in small-group settings.
- Encourage employers to turn standard 10-15 minute breaks into recess or activity breaks.
- Work with companies in your area to develop “physical activity friendly” company picnics and other corporate events or to develop friendly competitions to increase employees’ physical activity.

Sample Worksite Programs

Union Pacific Railroad offers health promotion programming not only at its Omaha, Nebraska, headquarters but even in the most remote company locations. The Union Pacific Railroad worksite wellness program targets the company’s 27,000 employees, most of whom are blue-collar workers. At company locations where health promotion facilities are not available, old railroad cars have been converted and equipped as rolling fitness centers for use by employees. Union Pacific’s program has identified key determinants of physically active lifestyles among special populations, such as blue-collar employees in remote locations, and has used this information to design and disseminate effective physical activity programs. As a founding member of the Wellness Councils of America in 1981, Union Pacific Railroad provides a model to encourage other employers to provide opportunities for employees to incorporate moderate physical activity into their daily lives by providing supportive worksite environments and policies.

The Blackfoot School District Community Wellness Program, the first such program in Idaho, targets school district employees living in or near Blackfoot, a rural Idaho community of about 10,000 people. A comprehensive education program about health and wellness laid the foundation for physical activity interventions based on goal setting, incentives, an employee walking program, and the accumulation of “physical activity miles”—a standard for measuring a variety of physical activities, including walking, gardening, bicycling, and swimming. This program illustrates how employers can provide supportive worksite environments and policies, and opportunities for employees to incorporate moderate physical activity into their daily lives.

POTENTIAL PARTNERS

- Chamber of Commerce
- Hospital-based wellness programs
- Individual companies
- State restaurant association

Resources

The following national organizations, or their state or local affiliates, are effective resources in promoting physical activity. Contact appropriate organizations for information on planning and implementing national, state, and local activities; opportunities to link with existing physical activity events; and possible partnerships.

Aerobic and Fitness Association of America
15250 Ventura Boulevard, Suite 200
Sherman Oaks, CA 91403
818-905-0040

American Dietetic Association
216 West Jackson Boulevard, Suite 800
Chicago, IL 60606
312-899-0040

American Alliance for Health, Physical
Education, Recreation & Dance
1900 Association Drive
Reston, VA 20191
703-476-3400

American Heart Association
7272 Greenville Avenue
Dallas, TX 75231
214-373-6300

American Cancer Society
1599 Clifton Road, NE
Atlanta, GA 30329
404-320-3333
800-ACS-2345 (800-227-2345)

American Lung Association
1740 Broadway
New York, NY 10019
212-315-8700

American College of Sports Medicine
P.O. Box 1440
Indianapolis, IN 46206-1440
317-637-9200

American Running and Fitness Association
4405 East-West Highway, Suite 405
Bethesda, MD 20814
301-913-9517

American Council on Exercise
5820 Oberlin Drive, Suite 102
San Diego, CA 92121
619-535-8227

Arthritis Foundation
1330 West Peachtree Street
Atlanta, GA 30309
404-872-7100

American Diabetes Association
1660 Duke Street
Alexandria, VA 22314
703-549-1500

Association for Worksite Health Promotion
60 Revere Drive, Suite 500
Northbrook, IL 60062-1577
708-480-9574

Bicycle Federation of America
1506 21st Street, NW, Suite 200
Washington, DC 20036
202-463-6622

Campaign to Make America Walkable
1506 21st Street, NW, Suite 200
Washington, DC 20036
202-463-6622

Congress for the New Urbanism
706 Sacramento Street, Box 148
San Francisco, CA 94108
415-291-9804

Disability Rights Education and Defense Fund
2216 Sixth Street
Berkeley, CA 94710
510-644-2555

IDEA-International Association of
Fitness Professionals
6190 Cornerstone Court East, Suite 204
San Diego, CA 92121
619-535-8979

International Health, Racquet &
Sportsclub Association
263 Summer Street
Boston, MA 02210
617-951-0055

League of American Bicyclists
749 North 26th Street
Philadelphia, PA 19130
215-232-7543

National Association of Governors' Councils
on Physical Fitness and Sports
201 S. Capitol Avenue, Suite 560
Indianapolis, IN 46225
317-237-5630

National Bicycle and Pedestrian Clearinghouse
1506 21st Street, NW, Suite 210
Washington, DC 20036
800-760-6272

National Coalition for Promoting Physical Activity
P.O. Box 1440
Indianapolis, IN 46206-1440
317-637-9200

National Gardening Association
180 Flynn Avenue
Burlington, VT 05401
802-863-1308

National Recreation and Park Association
P.O. Box 6287
Arlington, VA 22206
800-626-6772

National Youth Sports Safety Foundation
3335 Longwood Avenue, Suite 202
Boston, MA 02115
617-277-1171

Shape Up America
6707 Democracy Boulevard, Suite 306
Bethesda, MD 20817
301-493-5368

Sierra Club
85 Second Street, 2nd Floor
San Francisco, CA 94105
415-977-5653

Wellness Councils of America
7101 Newport Avenue, Suite 311
Omaha, NE 68152
402-572-3590

Sporting Goods Manufacturers Association
200 Castlewood Drive
North Palm Beach, FL 33408-5696
561-842-4100

Young Men's Christian Association
YMCA
101 N. Wacker Drive
Chicago, IL 60606
312-977-0031

Surface Transportation Policy Project
1100 17th Street, NW, 10th Floor
Washington, DC 20036
202-466-2636

Young Women's Christian Association
YWCA
726 Broadway
New York, NY 10003
212-614-2700

Rails-To-Trails Conservancy
1100 17th Street, NW, 10th Floor
Washington, DC 20036
202-331-9696

Transportation Alternatives
115 West 30th Street, Room 1205
New York, NY 10001
212-629-8080

U.S. Disabled Athletes Fund, Inc.
2015 South Park Place, Suite 180
Atlanta, GA 30339
770-850-8199

Walkable Communities
320 South Main Street
High Springs, Florida 32643
904-454-3304

| National Health and Physical Activity Observances | | | |
|---------------------------------------------------|---------------|---------------------------------------------|--------------------------------------------------------------------------------------------------|
| Month | Date | Activity/Observance | Sponsoring Organization |
| February | | American Heart Month | American Heart Association 800-AHA-USA1 |
| | 1st Thurs. | Girls and Women in Sports Day | Women's Sports Foundation 800-227-3988 |
| March | | National Nutrition Month | American Dietetic Association 800-877-1600 312-899-0040 |
| April | | Cancer Control Month | American Cancer Society 800-ACS-2345 (800-227-2345) |
| | | National Youth Sports Safety Month | National Youth Sports Safety Foundation 617-449-2499 |
| | | Zoo and Aquarium Month | American Zoo and Aquarium Association 301-907-7777 |
| | 7th | World Health Day | American Association for World Health 202-466-5883 |
| | 1st full week | National Public Health Week | American Public Health Association 202-789-5600 |
| May | | National Physical Fitness and Sports Month | President's Council on Physical Fitness and Sports 202-272-3426 |
| | | National Bike Month | League of American Bicyclists 410-539-3399 |
| | | National High Blood Pressure Month | National Heart, Lung, and Blood Institute 301-251-1222 |
| | | National Mental Health Month | National Mental Health Association 703-684-7722 |
| | 1st week | National Physical Education and Sports Week | American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) 703-476-3412 |
| | 1st Wed. | All Children Exercise Simultaneously Day | Youth Fitness Coalition, Inc. 201-433-8993 |
| | 2nd week | American Running and Fitness Week | American Running and Fitness Association 800-776-2732 301-913-9517 |

National Health and Physical Activity Observances (cont.)

| Month | Date | Activity/Observance | Sponsoring Organization |
|------------------|---------------|------------------------------------------|-------------------------------------------------------------------------------------------------------------|
| | 3rd Wed. | National Employee Health and Fitness Day | National Association of Governor's Councils on Physical Fitness and Sports 317-237-5630 |
| | 4th week | National Water Fitness Week | U.S. Water Fitness Association, Inc. 561-732-9908 |
| | last Wed. | World Challenge Day | Trim and Fitness International Sport for All Association (TAFISA) Frankfurt, Germany 011-49-69-67-00-225 |
| | 4th Wed. | National Senior Health and Fitness Day | Mature Market Resource Center 800-828-8225 708-816-8660 |
| July | | National Recreation and Parks Month | National Recreation and Park Association 800-626-6772 |
| September | | National Cholesterol Education Month | National Heart, Lung, and Blood Institute 301-251-1222 |
| | last Sun. | Family Health and Fitness Day | Health Information Resource Center 800-828-8225 |
| October | | Family Health Month | American Academy of Family Physicians 800-274-2237 816-333-9700 |
| | 1st weekend | American Heart Walking Event | American Heart Association 800-AHA-USA1 |
| | 1st Mon. | Child Health Day | National Institute of Child Health and Human Development, National Institutes of Health 301-496-5133 |
| | 3rd Sun. | World Walking Day | TAFISA (see May above) |
| November | | National Diabetes | American Diabetes Association 800-232-3472 703-549-1500 |
| | 1st full week | Patient Education Week | International Patient Education Council 301-948-1863 |
| | 3rd Thurs. | Great American Smokeout | American Cancer Society 800-ACS-2345 (800-227-2345) |



**Division of Nutrition and Physical Activity
National Center for Chronic Disease Prevention and Health Promotion
Centers for Disease Control and Prevention
4770 Buford Highway Atlanta, GA 30341
1-800-CDC-4NRG**